

**METHODS, DEVICES AND SYSTEMS FOR  
REAL-TIME INSTANT PRESENCE WITH ADVERTISEMENT (RIPA)**

**ABSTRACT OF THE DISCLOSURE**

5     **[0054]**     Methods, devices and systems for Real-time Instant Presence with  
Advertisement (RIPA) using an instant messaging topology with wireless technology to  
instantly setup and update of presence information of an instant messaging user. The  
invention provides location information of a business and other business information to a  
wireless instant messaging user/customer of the business, and obviates the need for the  
10    users/customer to manually enter presence information of the business. The invention  
further provides methods for promotion, advertising and network marketing of a business  
using presence information sent to instant messaging users and instantly propagated  
through instant messaging address lists.